

# TOURISM

As an alternative to vacationing abroad after 9/11, many Californians chose to spend their leisure time in California, rather than traveling to other states or countries. Eighty-six percent of all U.S. trips to a California destination are made by Californians.<sup>75</sup> However, fewer non-Californians are coming into our airports and visiting our travel destinations. Air travel to California declined in 2004, with domestic and international air arrivals down 2.5 and 1.3 percent respectively for Los Angeles, and 5.6 and 7.9 percent for San Francisco.<sup>76</sup>



Photo Credit:  
Golden Gate National Park,  
courtesy of the National Park  
Conservation Association.



Tourism contributed an estimated \$78.2 billion to our economy in 2003, including revenue from 894,000 jobs and \$5 billion in state and local taxes.<sup>77</sup> Yet, in 2003, the state tourism budget was cut and marketing funds for drawing visitors to our state and its top attractions (see graph above) were eliminated.<sup>78</sup>

Funds allocated for tourism marketing have proven extremely effective in increasing tourism-related revenue. The California Department of Tourism has estimated that its 2002 \$13-million budget (less than half of Florida's \$30-million tourism marketing budget),<sup>79</sup> generated tourism activity 80 times that in state and local taxes alone.<sup>80</sup>

In 2004, the Commission held hearings to address funding for the promotion of the state's tourism industry and the Governor's increase of visitor fees at state parks. The Commission held a meeting on these topics, with reports and policy recommendations made by Lisa Pitney, Director of Government Relations for the Walt Disney Company, and Kirk Sturm, Central Division Chief of the California Department of Parks and Recreation. The Commission also reviewed proposed state legislation (SB 1390) that would have appropriated \$1 million from the General Fund to the California Travel and Tourism Commission, and recommended its approval.



Photo Credit:  
Bazaar del Mundo, Old Town  
San Diego State Historic Park,  
courtesy of the California  
Department of Parks and  
Recreation.

<sup>75</sup> California Department of Tourism, "California Fast Facts 2004," September 2004, p. 1.

<sup>76</sup> Ibid., p. 6.

<sup>77</sup> Ibid., p. 7.

<sup>78</sup> Ibid., p. 1.

<sup>79</sup> Ibid., p. 7.

<sup>80</sup> California Department of Tourism, "California Tourism Marketing Plan 2002/03," 2002, <http://visitcalifornia.com>.